

SERFF Tracking Number: LCNC-127643051 State: Arkansas
 Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 49852
 Company Tracking Number: 2058486, 2058532
 TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
 Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
 Project Name/Number: Lincoln MoneyGuard Reserve Plus Advertising Materials - Client Guide + Client Summary/2058486, 2058532

Filing at a Glance

Company: The Lincoln National Life Insurance Company

Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials SERFF Tr Num: LCNC-127643051 State: Arkansas

TOI: LTC06 Long Term Care - Other SERFF Status: Closed-Closed-Incomplete State Tr Num: 49852

Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: 2058486, 2058532 State Status: Closed

Filing Type: Advertisement Reviewer(s): Stephanie Fowler, Donna Lambert

Author: Anabela Tavares Disposition Date: 12/19/2011

Date Submitted: 09/22/2011 Disposition Status: Closed-Incomplete

Implementation Date Requested: On Approval

Implementation Date: 12/19/2011

State Filing Description:

General Information

Project Name: Lincoln MoneyGuard Reserve Plus Advertising Materials Status of Filing in Domicile: Pending
 - Client Guide + Client Summary

Project Number: 2058486, 2058532

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 12/19/2011

State Status Changed: 12/19/2011

Deemer Date:

Created By: Anabela Tavares

Submitted By: Anabela Tavares

Corresponding Filing Tracking Number:

Filing Description:

The Lincoln National Life Insurance Company

NAIC# 020-65676 FEIN # 35-0472300

Re: NEW SUBMISSION

Advertising Filing – Universal Life with Long Term Care

SERFF Tracking Number: LCNC-127643051 State: Arkansas
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Form(s):

2058486 – Lincoln MoneyGuard Reserve Plus – Client Summary about paying for long-term care
2058532 – Lincoln MoneyGuard Reserve Plus – Client Guide to paying for long-term care

Dear Sir or Madam:

Attached for your review and approval are the above-referenced advertising forms. These forms are new and do not replace any other form previously approved by your Department.

These advertisements will be used with base contract and riders LN870, LR870, LR871, LR872 and B10465F approved by the department on October 5, 2009 under SERFF number LCNC-126293406.

We have bracketed certain items in the forms as variable information. A statement of variability is included which outlines the variable items for you. We confirm that the brackets will not actually appear on the forms at print and any of the changes made will be completed within the allowable limits of the laws in your state.

If you need any additional information, please contact me toll-free at 1-800-238-6252, Extension 2307. Thank you for your attention to this matter.

Company and Contact

Filing Contact Information

Anabela Tavares, Product Compliance anabela.tavares@lfg.com
Coordinator
350 Church Street 860-466-2307 [Phone]
MPM-10 860-466-1348 [FAX]
Hartford, CT 06103

Filing Company Information

The Lincoln National Life Insurance Company	CoCode: 65676	State of Domicile: Indiana
350 Church Street - MPM1	Group Code: 20	Company Type: Life
Hartford, CT 06103-1106	Group Name:	State ID Number:
(860) 466-2899 ext. [Phone]	FEIN Number: 35-0472300	

Filing Fees

Fee Required? Yes
Fee Amount: \$100.00

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Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Lincoln National Life Insurance Company	\$100.00	09/22/2011	52024886

SERFF Tracking Number: LCNC-127643051 State: Arkansas
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Closed-Incomplete	Donna Lambert	12/19/2011	12/19/2011

Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending Industry Response	Donna Lambert	10/04/2011	10/04/2011			

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Approval informatin correction	Note To Reviewer	Anabela Tavares	09/23/2011	09/23/2011

SERFF Tracking Number: *LCNC-127643051* *State:* *Arkansas*
Filing Company: *The Lincoln National Life Insurance Company* *State Tracking Number:* *49852*
Company Tracking Number: *2058486, 2058532*
TOI: *LTC06 Long Term Care - Other* *Sub-TOI:* *LTC06.000 Long Term Care - Other*
Product Name: *Lincoln MoneyGuard Reserve Plus Advertising Materials*
Project Name/Number: *Lincoln MoneyGuard Reserve Plus Advertising Materials - Client Guide + Client Summary/2058486, 2058532*

Disposition

Disposition Date: 12/19/2011

Implementation Date: 12/19/2011

Status: Closed-Incomplete

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: LCNC-127643051 State: Arkansas

Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 49852

Company Tracking Number: 2058486, 2058532

TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other

Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Statement of Variability	Disapproved	No
Form	Lincoln MoneyGuard Reserve Plus - Client Summary about paying for long-term care	Disapproved	No
Form	Lincoln MoneyGuard Reserve Plus - Client Guide to paying for long-term care	Disapproved	No

SERFF Tracking Number: LCNC-127643051 State: Arkansas
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Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
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Objection Letter

Objection Letter Status Pending Industry Response
Objection Letter Date 10/04/2011
Submitted Date 10/04/2011
Respond By Date 11/04/2011

Dear Anabela Tavares,

This will acknowledge receipt of the captioned filing. I have reviewed this submission and have the following comments.

The two forms refer to an Endorsement. Will the Endorsement be available when this form is presented?

The last page of each form, last sentence, refers to an Alternative Care Services provision above. I did not see this provision. Have I overlooked it?

Please clarify these two items so I may approve this submission.

A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.

Please feel free to contact me if you have questions.

Sincerely,

Donna Lambert

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Note To Reviewer

Created By:

Anabela Tavares on 09/23/2011 01:57 PM

Last Edited By:

Anabela Tavares

Submitted On:

09/23/2011 01:59 PM

Subject:

Approval informatin correction

Comments:

I double checked noticed that i provided the wrong approval information.

The base contract and riders LN870, LR870, LR871, LR872 and B10465F were approved in Arkansas on October 5, 2009 under SERFF number LCNC-126293409.

I apologize for the mistake.

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Form Schedule

Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Disapproved 12/19/2011	2058486	Advertising	Lincoln MoneyGuard Reserve Plus - Client Summary about paying for long-term care	Initial		0.000	2058486.pdf
Disapproved 12/19/2011	2058532	Advertising	Lincoln MoneyGuard Reserve Plus - Client Guide to paying for long-term care	Initial		0.000	2058532.pdf



FOR LIFE

Universal Life Insurance

The Lincoln National Life Insurance Company

Lincoln *MoneyGuard*[®] Reserve Plus

A smarter alternative to self-insuringSM

Client Summary about paying for long-term care

Hello future.[®]

The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company.

Not a deposit	Not FDIC-insured	May go down in value
Not insured by any federal government agency		
Not guaranteed by any bank or savings association		

Why Lincoln *MoneyGuard*[®] Reserve Plus?

No deductible or elimination period

Your cost of coverage can never increase

The costs for your policy's long-term care benefits are set at issue and will never change.

You gain the power to get more for your long-term care dollar

Experience multiple times the leverage for your long-term care dollar. You'll find that your long-term care benefits are much greater than your premium outlay.

Opportunity of tax advantages

Your long-term care benefits are intended to be income tax-free. Your policy provides an income tax-free death benefit if you don't need long-term care.

Choice of care setting

The decision is yours—from home healthcare to assisted living, nursing home care, adult day care, personal care services, hospice care and alternative care services. Your qualified long-term care expenses can be reimbursed up to your monthly maximum benefit for all levels of care.

International benefits

You can access your Convalescent Care Benefits Rider CCBR benefits while living abroad. Your policy provides up to 50% of the monthly maximum CCBR benefit for qualified long-term care services received in a facility outside the United States, its territories and possessions. Even though monthly benefits are capped, you can use the full amount of your total CCBR benefits.

WHEN YOU CONSIDER A LONG-TERM CARE FUNDING SOLUTION, MAKE SURE IT HAS THE FEATURES YOU NEED.

Why preparing for long-term care makes sense

The odds are that you
will need long-term care

70%



Statistics show that at least 70% of people over age 65 will require some long-term care services at some point in their lives.[†]

Think about the reasons why you'd want to plan ahead for long-term care expenses. You probably want to protect yourself and loved ones from having to make the difficult choices or rush decisions that individuals face when they haven't prepared. You may have expectations for your retirement lifestyle or the size of the legacy you'd like to pass along to the next generation. But what if you needed long-term care? Will the savings you've intended to cover expenses be sufficient, or will you need to spend down retirement or estate assets?

Consider the national average costs of long-term care in 2010.*

ASSISTED LIVING

\$3,369 per month, or \$40,428 per year

NURSING HOME

–Semiprivate room: \$195 per day, or \$71,175 per year

–Private room: \$216 per day, or \$78,840 per year

HOME HEALTH AIDE

\$20.27 per hour

Lincoln *MoneyGuard*® Reserve Plus is a universal life insurance policy with optional long-term care benefit riders[‡] issued by **The Lincoln National Life Insurance Company**, Fort Wayne, IN. Lincoln *MoneyGuard* Reserve Plus provides guaranteed benefits you can tap into to reimburse qualified long-term care costs, helping to protect assets you've set aside for retirement. It offers a simple solution that makes sense for today and for tomorrow. Guarantees are backed by the claims-paying ability of **The Lincoln National Life Insurance Company**.

* LifePlans Long-Term Care Market Summary: Cost of Care Update 2010; www.LincolnFinancial.com; Research & Analysis; October 1, 2010. For a printed copy of the report, call 877 ASK-LINCOLN.

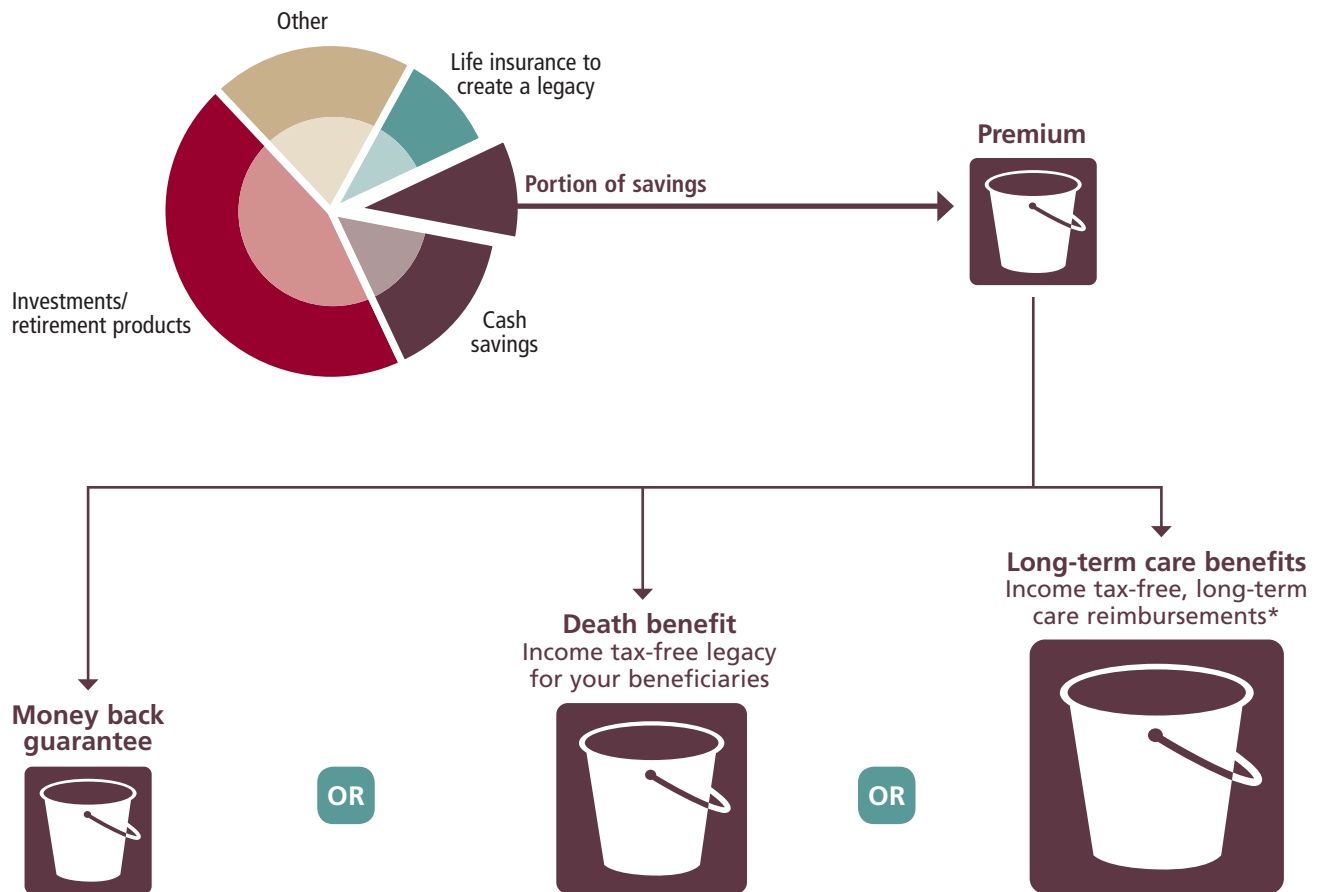
† DHHS, 2008. Statistics taken from www.longtermcare.gov. Administration on Aging: 202 619-0724.

‡ Available at an additional cost.

Lincoln *MoneyGuard*® Reserve Plus

A smarter alternative to self-insuringSM

Most likely, you have savings set aside for emergencies, such as long-term care expenses. By using a portion of those savings to purchase a Lincoln *MoneyGuard* Reserve Plus policy, you get much more for your long-term care dollars, and immediately increase the protection for the rest of your portfolio.



Consider buying a Lincoln *MoneyGuard* Reserve Plus policy with a portion of your cash reserves. Your policy remains an asset in your portfolio, and it offers you:

A money back guarantee.

At any time, you can request a return of premium upon full surrender of the policy. The amount received will be adjusted for any benefits paid and any loans and cash withdrawals, and it may have tax implications. The money back guarantee is included in the policy cost through the Enhanced Surrender Value Endorsement, which is available at issue on all single premium policies and flexible premium policies for ages 35–65. See Endorsement for complete terms and conditions.

An income tax-free death benefit.

When you die, your policy pays an income tax-free death benefit to your beneficiaries.[†]

Long-term care benefits.

If you need long-term care, your policy can provide income tax-free reimbursements for qualified long-term care expenses.

* Long-term care reimbursements are generally income tax-free under IRC Section 104(a)(3).

† Beneficiaries can receive an income tax-free death benefit under IRC Section 101(a)(1).

Lincoln MoneyGuard® Reserve Plus in action

The following is a hypothetical example. Benefits vary by health status, age and gender (except in MT, where gender does not affect rates or benefits).

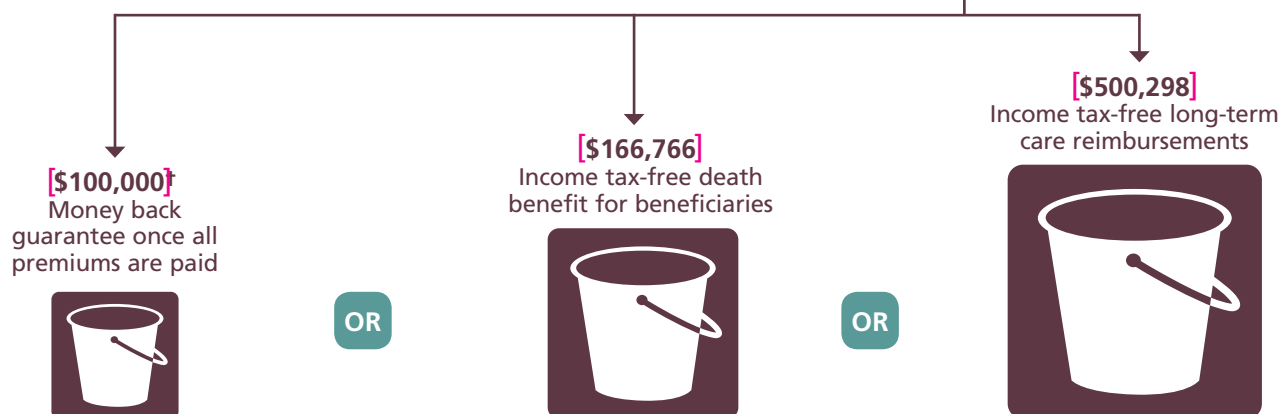
Lincoln MoneyGuard Reserve Plus can reimburse you for qualified long-term care expenses while helping to protect your assets. Product features, including rates, benefits, exclusions, limitations, terms and definitions, may vary by state.

EXAMPLE: LONG-TERM CARE NOW

Nancy, age [60] is a nonsmoker in good health. She is retired and concerned that she may need long-term care within the next few years. Nancy has money in her portfolio set aside to cover any long-term care expenses. A licensed insurance agent/representative recommended that she purchase a [\$100,000] single premium Lincoln MoneyGuard Reserve Plus policy with a [two-year] Convalescent Care Benefits Rider* (CCBR) and a [four-year] Extension of Benefits Rider (EOBR), which will provide up to [six] years of long-term care benefits.



[\$100,000]
Premium



Three possibilities with Lincoln MoneyGuard Reserve Plus

If Nancy changes her mind

- She can request a return of her [\$100,000] premium.† The money returned will be adjusted for any loans, cash withdrawals or benefits paid and may have tax implications.

OR

If Nancy never needs long-term care

- Her policy provides a [\$166,766] income tax-free death benefit.
- If she uses a portion of the death benefit for long-term care expense reimbursements, the remaining portion will pass to her beneficiaries, income tax-free, minus any loans or cash withdrawals.

OR

If Nancy needs long-term care

- She can receive up to [\$500,298] of income tax-free reimbursements for qualified long-term care expenses.
- Her maximum available benefit is [\$83,383] per year for [six] years [\$6,949] per month).

* State variations may apply.

† Minus any benefits paid, loans, and cash withdrawals.

‡ Through the Enhanced Surrender Value Endorsement, available at issue on all single premium policies and flexible premium policies for ages 35–65. See Endorsement for complete terms and conditions.

The values of benefits shown in the hypothetical example may vary. Please request a personalized projection of values from a licensed insurance agent/representative.



HELPING PEOPLE FACE THE FUTURE WITH CONFIDENCE

At Lincoln Financial Group, we've spent more than 100 years living up to the character of our namesake: integrity, honesty, and the belief in a better tomorrow. We provide advice and solutions to help people save for tomorrow, secure and maximize their income, protect themselves and their loved ones, and prepare for the unexpected.

Hello future.®

INCOME
LIFE
RETIREMENT
GROUP BENEFITS

This material was prepared to support the promotion and marketing of insurance and investment products. Lincoln Financial Group® affiliates, their distributors, and their respective employees, representatives, and/or insurance agents do not provide tax, accounting, or legal advice. Any tax statements contained herein were not intended or written to be used, and cannot be used, for the purpose of avoiding U.S. federal, state, or local tax penalties. Please consult with your own independent advisor as to any tax, accounting, or legal statements made herein.

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Lincoln *MoneyGuard*® Reserve Plus is a universal life insurance policy with a Convalescent Care Benefits Rider (CCBR) that accelerates the specified amount of death benefit to pay for covered long-term care expenses. An Extension of Benefits Rider (EOBR) is available to continue long-term care benefit payments after the entire specified amount of death benefit has been paid. The Enhanced Surrender Value Endorsement (ESVE) is included in the policy cost for all single premium policies and for flexible premium policies for issue ages 35–65. The additional surrender benefit provided will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or claim payments made. The cost of riders will be deducted monthly from the policy cash value. The insurance policy and riders have limitations, exclusions, and/or reductions.

Lincoln *MoneyGuard*® Reserve Plus is issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, on Policy Form LN870 with the Convalescent Care Benefits Rider (CCBR) on Rider Form LR870, an optional Enhanced Surrender Value Endorsement (ESVE) on Endorsement Form B10465F, an optional Extension of Benefits Rider (EOBR) on Rider Form LR871, and an optional Nonforfeiture Benefit Rider (NFO) on Rider Form LR872.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company.

They are not backed by the broker/dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

Products and features, including benefits, exclusions, limitations, terms, and definitions, may vary by state.

Not approved for use in New York. Check state availability.

General exclusions and limitations

The LTC riders will not provide benefits for: care provided in facilities operated primarily for the treatment of Mental or Nervous Disorders (this exclusion does not apply to qualifying stays or care resulting from a clinical diagnosis of Alzheimer's Disease or similar forms of dementia); treatment for alcoholism or drug addiction (unless the drug addiction is a result of medication taken in doses as prescribed by a physician); treatment arising out of an attempt (while sane or insane) at suicide or an intentionally self-inflicted injury; treatment provided in a Veteran's Administration or government facility, unless the Insured or the Insured's estate is charged for the confinement or services or unless otherwise required by law; loss to the extent that benefits are payable under any of the following: Medicare (including that which would have been payable but for the application of a deductible or a coinsurance amount), other governmental programs (except Medicaid), workers compensation laws, employer's liability laws, occupational disease laws, and motor vehicle no-fault laws; confinement or care received outside the United States, other than benefits for Nursing Home Care Services and Assisted Living Facility Services as described in the International Benefits provision; services provided by a facility or an agency that does not meet this rider definition for such facility or agency, except as provided in the Alternative Care Services provision above; and services provided by a member of the Insured's Immediate Family or for which no charge is normally made in the absence of insurance.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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www.LincolnFinancial.com

LCN1109-2058486

PRNT 9/11 Z05

Order code: MGR-TRI-BRC001

11-1190A



FOR LIFE

Universal Life Insurance

The Lincoln National Life Insurance Company

Lincoln *MoneyGuard*[®] Reserve Plus

A smarter alternative to self-insuringSM

Client Guide to paying for long-term care

Hello future.[®]

The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company.

Not a deposit	Not FDIC-insured	May go down in value
Not insured by any federal government agency		
Not guaranteed by any bank or savings association		

Why preparing for long-term care makes sense

The odds are that you will need long-term care

70%



Statistics show that at least 70% of people over age 65 will require some long-term care services at some point in their lives.[†]

Think about the reasons why you'd want to plan ahead for long-term care expenses. You probably want to protect yourself and loved ones from having to make the difficult choices or rush decisions that individuals face when they haven't prepared. You may have expectations for your retirement lifestyle or the size of the legacy you'd like to pass along to the next generation. But what if you needed long-term care? Will the savings you've intended to cover expenses be sufficient, or will you need to spend down retirement or estate assets?

Consider the national average costs of long-term care in 2010.*

ASSISTED LIVING

\$3,369 per month, or \$40,428 per year

NURSING HOME

–Semiprivate room: \$195 per day, or \$71,175 per year

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HOME HEALTH AIDE

\$20.27 per hour

Lincoln *MoneyGuard*® Reserve Plus is a universal life insurance policy with optional long-term care benefit riders[‡] issued by **The Lincoln National Life Insurance Company**, Fort Wayne, IN. Lincoln *MoneyGuard* Reserve Plus provides guaranteed benefits you can tap into to reimburse qualified long-term care costs, helping to protect assets you've set aside for retirement. It offers a simple solution that makes sense for today and for tomorrow. Guarantees are backed by the claims-paying ability of **The Lincoln National Life Insurance Company**.

* LifePlans Long-Term Care Market Summary: Cost of Care Update 2010; www.LincolnFinancial.com; Research & Analysis; October 1, 2010. For a printed copy of the report, call 877 ASK-LINCOLN.

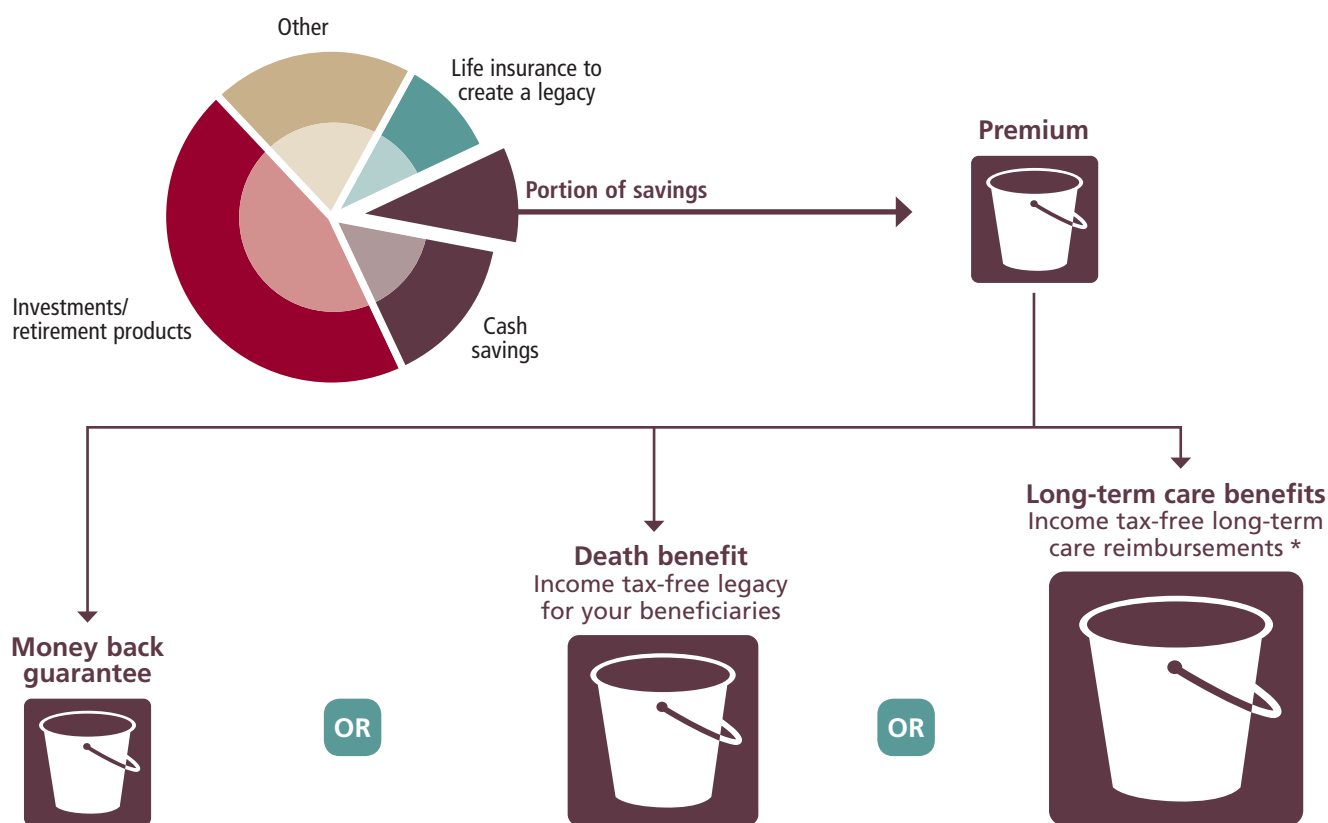
[†] DHHS, 2008. Statistics taken from www.longtermcare.gov. Administration on Aging: 202 619-0724.

[‡] Available at an additional cost.

Lincoln MoneyGuard® Reserve Plus

A smarter alternative to self-insuringSM

Most likely, you have savings set aside for emergencies, such as long-term care expenses. By using a portion of those savings to purchase a Lincoln MoneyGuard Reserve Plus policy, you get much more for your long-term care dollars, and immediately increase the protection for the rest of your portfolio.



Consider buying a Lincoln MoneyGuard Reserve Plus policy with a portion of your cash reserves. Your policy remains an asset in your portfolio, and it offers you:

A money back guarantee.

At any time, you can request a return of premium upon full surrender of the policy. The amount received will be adjusted for any benefits paid and any loans and cash withdrawals, and it may have tax implications. The money back guarantee is included in the policy cost through the Enhanced Surrender Value Endorsement, which is available at issue on all single premium policies and flexible premium policies for ages 35–65. See Endorsement for complete terms and conditions.

An income tax-free death benefit.

When you die, your policy pays an income tax-free death benefit to your beneficiaries.[†]

Long-term care benefits.

If you need long-term care, your policy can provide income tax-free reimbursements for qualified long-term care expenses.

* Long-term care reimbursements are generally income tax-free under IRC Section 104(a)(3).

† Beneficiaries can receive an income tax-free death benefit under IRC Section 101(a)(1).

How does Lincoln *MoneyGuard*[®] Reserve Plus work?

AVAILABLE
FOR ISSUE
AGES 35–80*

Choose from flexible and single premium options to meet your financial objectives. You can purchase a single premium policy, or select a flexible premium for a 3-, 5-, 7-, or 10-year period.¹

With Lincoln *MoneyGuard* Reserve Plus, you determine how long you'd like to receive benefits—any length of time from two to seven years.

That's because the product has a Convalescent Care Benefits Rider (CCBR),² which taps into the specified amount of death benefit to reimburse qualified long-term care expenses up to the monthly maximum benefit as indicated in your policy. You have a choice of either a two- or three-year CCBR duration. The policy's Extension of Benefits Rider (EOBR) allows you to continue taking long-term care benefits once the CCBR is exhausted. You can choose to extend benefits for either a two- or four-year duration at issue. The cost for the riders is deducted monthly from the policy cash value.

CCBR: draws on policy death benefits	+	EOBR: extends benefits after CCBR is exhausted	=	Total benefit period options
2 years		0 years		2 years
3 years		0 years		3 years
2 years		2 years		4 years
3 years		2 years		5 years
2 years		4 years		6 years
3 years		4 years		7 years



INFLATION PROTECTION OPTIONS AVAILABLE

Hedge against inflation. Consider adding inflation protection if:

- You're in your 50s.
- You're very healthy now.
- You want to help keep pace with rising prices over time.
- You want to have significantly more for your long-term care dollars in later years.

You can select one of three available inflation protection options	
Simple	Compound
3%	3%
—	5%

*Flexible premium policies available for issue ages 35–65.

¹ May not be available through all agents or brokers.

² State variations may apply.

Why Lincoln *MoneyGuard*® Reserve Plus?

No deductible or elimination period

Your cost of coverage can never increase

The costs for your policy's long-term care benefits are set at issue and will never change.

You gain the power to get more for your long-term care dollar

Experience multiple times the leverage for your long-term care dollar. You'll find that your long-term care benefits are much greater than your premium outlay.

Opportunity of tax advantages

Your long-term care benefits are intended to be income tax-free. Your policy provides an income tax-free death benefit if you don't need long-term care.

Choice of care setting

The decision is yours—from home healthcare to assisted living, nursing home care, adult day care, personal care services, hospice care and alternative care services. Your qualified long-term care expenses can be reimbursed up to your monthly maximum benefit for all levels of care.

International benefits

You can access your CCBP benefits while living abroad. Your policy provides up to 50% of the monthly maximum CCBP benefit for qualified long-term care services received in a facility outside the United States. Even though monthly benefits are capped, you can use the full amount of your total CCBP benefits.



WHEN YOU CONSIDER A LONG-TERM CARE FUNDING SOLUTION, MAKE SURE IT HAS THE FEATURES YOU NEED.

Lincoln MoneyGuard® Reserve Plus in action

Lincoln MoneyGuard Reserve Plus can reimburse you for qualified long-term care expenses while helping to protect your assets.

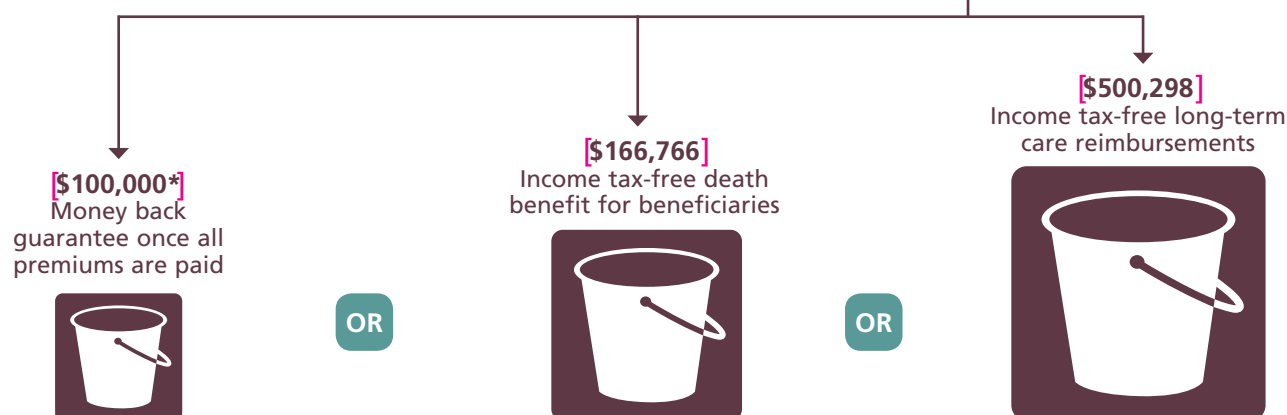
The following are hypothetical examples. Benefit amounts vary by health status, age and gender (except in Montana, where gender does not affect rates or benefits). Product features, including rates, benefits, exclusions, limitations, terms and definitions, may vary by state.

EXAMPLE 1: LONG-TERM CARE NOW

Nancy, age [60] is a nonsmoker in good health. She is retired and concerned that she may need long-term care within the next few years. Nancy has money in her portfolio set aside to cover any long-term care expenses. A licensed insurance agent/representative recommended that she purchase a [\$100,000] single premium Lincoln MoneyGuard Reserve Plus policy with a [two-year] Convalescent Care Benefits Rider (CCBR) and a [four-year] Extension of Benefits Rider (EOBR), which will provide up to [six] years of long-term care benefits.



**[\$100,000]
Premium**



Three possibilities with Lincoln MoneyGuard Reserve Plus

If Nancy changes her mind

- She can request a return of her [\$100,000] premium.† The money returned will be adjusted for any loans, cash withdrawals or benefits paid and may have tax implications.

OR

If Nancy never needs long-term care

- Her policy provides a [\$166,766] income tax-free death benefit.
- If she uses a portion of the death benefit for long-term care expense reimbursements, the remaining portion will pass to her beneficiaries, income tax-free, minus any loans or cash withdrawals.

OR

If Nancy needs long-term care

- She can receive up to [\$500,298] of income tax-free reimbursements for qualified long-term care expenses.
- Her maximum available benefit is [\$83,383] per year for [six] years (\$6,949 per month).

*Minus any benefits paid, loans, and cash withdrawals.

† Through the Enhanced Surrender Value Endorsement, available at issue on all single premium policies and flexible premium policies for ages 35–65. See Endorsement for complete terms and conditions.

EXAMPLE 2: LONG-TERM CARE LATER

Dan is [50]. He's in good health, doesn't smoke, and does not expect to need long-term care for some time. Because his father needed long-term care, he knows how expensive and stressful it can be for a family. Dan wants it to be easier for his children. A licensed insurance agent/representative recommended that he purchase a [\$100,000] single premium Lincoln *MoneyGuard*® Reserve Plus policy with a [two-year] CCBR and a [four-year] EOBR. To keep pace with tomorrow's rising costs, he's adding a [3% simple] inflation option.



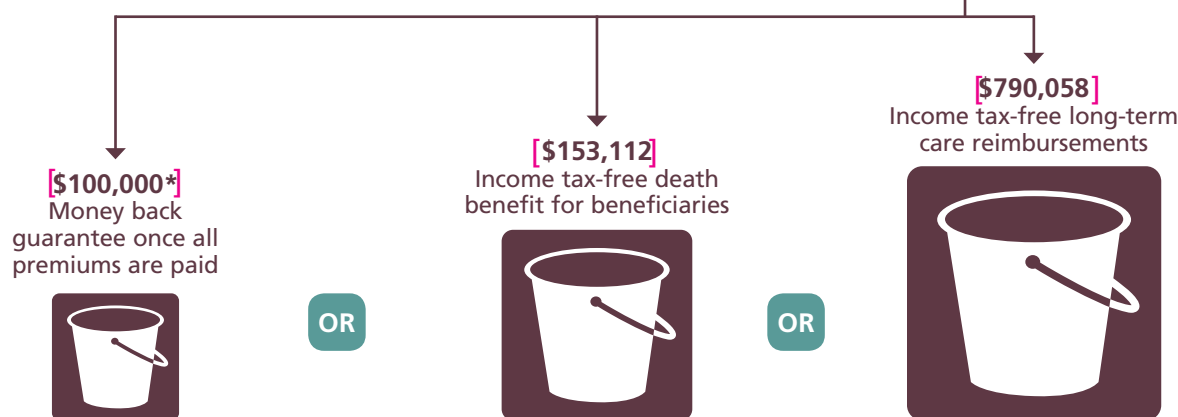
**[\$100,000]
Premium**



**[\$790,058]
Income tax-free long-term
care reimbursements**



At age [75] his total long-term care benefit will be [\$790,058] which is a maximum monthly benefit of [\$10,973] available for [six] years. His benefits will continue to grow each policy anniversary.



Three possibilities with Lincoln *MoneyGuard* Reserve Plus

- If Dan changes his mind**

 - He can request a return of his [\$100,000] premium because his policy has a money back guarantee.[†] The amount returned will be adjusted for any benefits paid and any loans and cash withdrawals, and it may have tax implications.
- OR**

If Dan never needs long-term care

 - His beneficiaries receive an income tax-free death benefit of [\$153,112] if Dan never needs long-term care.
- OR**

If Dan needs long-term care

 - At age [75] he can receive up to [\$790,058] of income tax-free reimbursements for qualified long-term care expenses. This is almost [eight] times his initial premium and can help him keep pace with inflation.
 - Long-term care benefit amounts will be lower if any benefits are paid before age [75].

The values of benefits shown in these hypothetical examples may vary. Please request a personalized projection of values from your licensed insurance agent/representative.



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Lincoln *MoneyGuard*® Reserve Plus is a universal life insurance policy with a Convalescent Care Benefits Rider (CCBR) that accelerates the specified amount of death benefit to pay for covered long-term care expenses. An Extension of Benefits Rider (EOBR) is available to continue long-term care benefit payments after the entire specified amount of death benefit has been paid. The Enhanced Surrender Value Endorsement (ESVE) is included in the policy cost for all single premium policies and for flexible premium policies for issue ages 35–65. The additional surrender benefit provided will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or claim payments made. The cost of riders will be deducted monthly from the policy cash value. The insurance policy and riders have limitations, exclusions, and/or reductions.

Lincoln *MoneyGuard*® Reserve Plus is issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, on Policy Form LN870 with the Convalescent Care Benefits Rider (CCBR) on Rider Form LR870, an optional Enhanced Surrender Value Endorsement (ESVE) on Endorsement Form B10465F, an optional Extension of Benefits Rider (EOBR) on Rider Form LR871, and an optional Nonforfeiture Benefit Rider (NFO) on Rider Form LR872.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company.

They are not backed by the broker/dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

Products and features, including benefits, exclusions, limitations, terms, and definitions, may vary by state.

Not approved for use in New York. Check state availability.

General exclusions and limitations

The LTC riders will not provide benefits for: care provided in facilities operated primarily for the treatment of Mental or Nervous Disorders (this exclusion does not apply to qualifying stays or care resulting from a clinical diagnosis of Alzheimer's Disease or similar forms of dementia); treatment for alcoholism or drug addiction (unless the drug addiction is a result of medication taken in doses as prescribed by a physician); treatment arising out of an attempt (while sane or insane) at suicide or an intentionally self-inflicted injury; treatment provided in a Veteran's Administration or government facility, unless the Insured or the Insured's estate is charged for the confinement or services or unless otherwise required by law; loss to the extent that benefits are payable under any of the following: Medicare (including that which would have been payable but for the application of a deductible or a coinsurance amount), other governmental programs (except Medicaid), workers compensation laws, employer's liability laws, occupational disease laws, and motor vehicle no-fault laws; confinement or care received outside the United States, other than benefits for Nursing Home Care Services and Assisted Living Facility Services as described in the International Benefits provision; services provided by a facility or an agency that does not meet this rider definition for such facility or agency, except as provided in the Alternative Care Services provision above; and services provided by a member of the Insured's Immediate Family or for which no charge is normally made in the absence of insurance.

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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Order code: MGR-OVR-BRC001

<i>SERFF Tracking Number:</i>	<i>LCNC-127643051</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>The Lincoln National Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>49852</i>
<i>Company Tracking Number:</i>	<i>2058486, 2058532</i>		
<i>TOI:</i>	<i>LTC06 Long Term Care - Other</i>	<i>Sub-TOI:</i>	<i>LTC06.000 Long Term Care - Other</i>
<i>Product Name:</i>	<i>Lincoln MoneyGuard Reserve Plus Advertising Materials</i>		
<i>Project Name/Number:</i>	<i>Lincoln MoneyGuard Reserve Plus Advertising Materials - Client Guide + Client Summary/2058486, 2058532</i>		

Supporting Document Schedules

		Item Status:	Status
			Date:
Satisfied - Item:	Statement of Variability	Disapproved	12/19/2011
Comments:			
Attachments:			
SOV - 2058486.pdf			
SOV - 2058532.pdf			

STATEMENT OF VARIABILITY

The Lincoln National Life Insurance Company

September 21, 2011

Form(s)

2058486 - Lincoln MoneyGuard Reserve Plus - Client Summary about paying for long-term care

Nancy, Age [60]

Explanation: The age is based upon the allowable issue ages for the product

[six] years

Explanation: Years may vary based upon on age and rider election

[two-year] Convalescent Care Benefits Rider

[four-year] Extension of Benefits Rider

Explanation: Is based on the age and benefits selected

[\$100,000]

Explanation: Based on the specified amount chosen

[\$166,766] Income tax-free death benefit for beneficiaries

Explanation: May vary based on the age, premium, specified amount and rider selection

[\$500,298] Income tax-free long-term care reimbursements

[\$83,383]

[\$6,949]

Explanation: May vary based on the age, premium, specified amount and rider selection

STATEMENT OF VARIABILITY

The Lincoln National Life Insurance Company

September 21, 2011

Form(s)

2058532 - Lincoln MoneyGuard Reserve Plus - Client Guide to paying for long-term care

Nancy, Age [60]

Dan is [50]

Explanation: The age is based upon the allowable issue ages for the product

[six] years

Explanation: Years may vary based upon on age and rider election

[3% Simple] inflation option

Explanation: Varies based on the benefit selected (simple or compound) inflation option

[two-year] Convalescent Care Benefits Rider

[four-year] Extension of Benefits Rider

Explanation: Is based on the age and benefits selected

[\$100,000]

Explanation: Based on the specified amount chosen

[\$166,766] Income tax-free death benefit for beneficiaries

[\$153,112] Income tax-free death benefit for beneficiaries

Explanation: May vary based on the age, premium, specified amount and rider selection

[\$500,298] Income tax-free long-term care reimbursements

[\$83,383]

[6,949]

[\$790,058] Income tax-free long-term care reimbursements

[\$10,973]

Explanation: May vary based on the age, premium, specified amount and rider selection

[75]

Explanation: Allowed ages plus policy years to reflect the additional benefits provided by the inflation option

[eight]

Explanation: May vary based on the age, premium, specified amount and rider selection